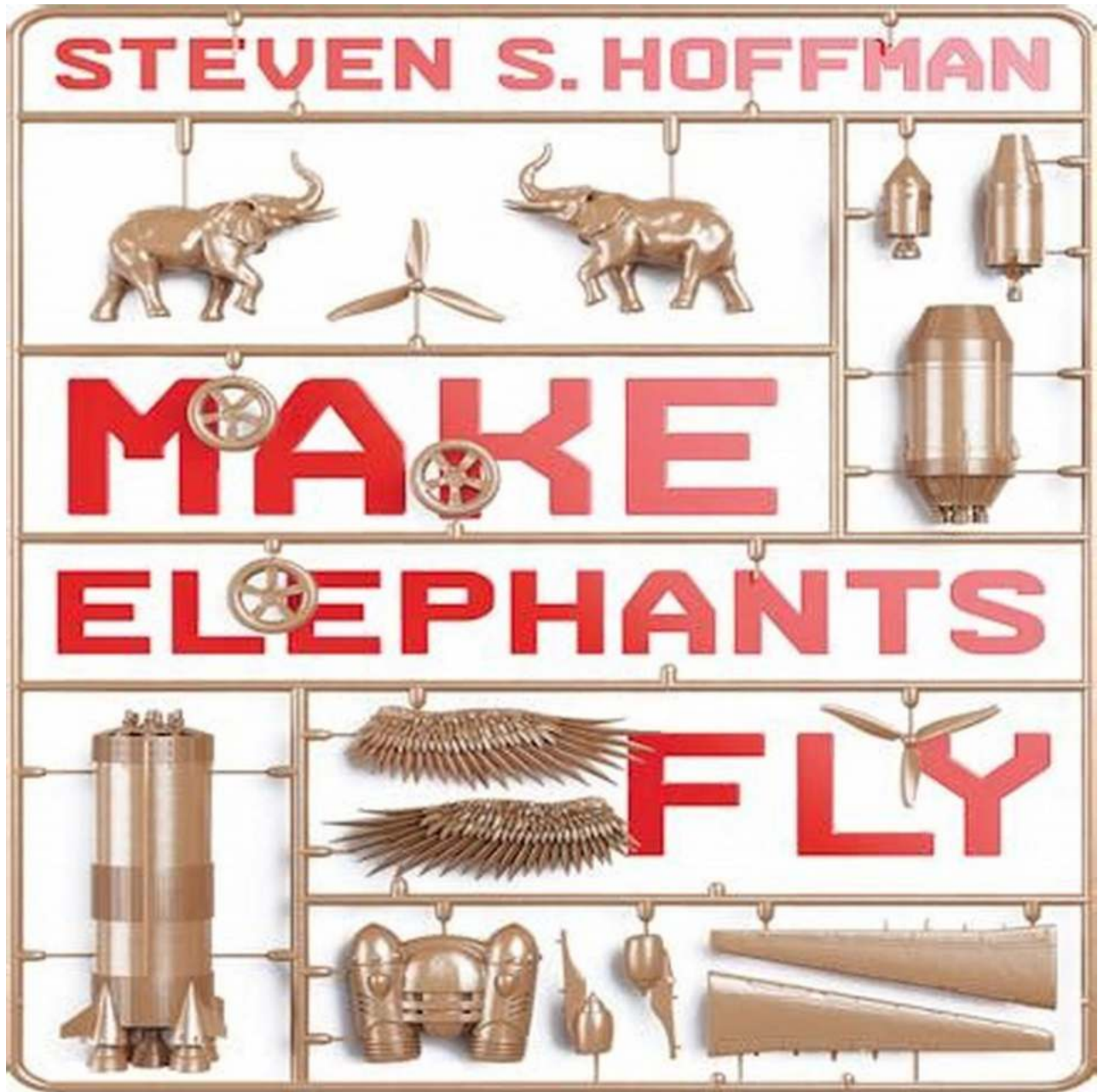


# Make Elephants Fly: The Process of Radical Innovation



Imagine a world where elephants could fly. Sounds impossible, right? Well, in the world of innovation, the concept of making elephants fly represents a crucial process called radical innovation.

## What is Radical Innovation?

Radical innovation refers to the development of breakthrough inventions or ideas that revolutionize entire industries or domains. These innovations disrupt the status quo and challenge traditional ways of doing things. Just like the idea of elephants in flight seemed implausible until someone challenged that assumption, radical innovation pushes the boundaries of what is considered possible.



### Make Elephants Fly: The Process of Radical Innovation by Steven S. Hoffman (Kindle Edition)

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Driven by visionary thinkers and risk-takers, radical innovation often gives birth to groundbreaking products, services, or processes that change the way we live, work, and interact. Think of inventions like the internet, smartphones, or self-driving cars – these are all the result of radical innovation.

## The Process of Making Elephants Fly

While it may seem mysterious, radical innovation follows a structured process that helps turn seemingly impossible ideas into reality. Let's explore the key

stages involved in making elephants fly:

## **1. Ideation**

The first step in the process is ideation – the generation of creative and out-of-the-box ideas. Brainstorming sessions and creative exercises are commonly used to encourage innovative thinking. During this stage, it's essential to challenge existing assumptions and question established norms to uncover hidden opportunities.

## **2. Validation**

Once a promising idea emerges, it needs to undergo validation. This involves assessing the feasibility and potential impact of the idea. Thorough market research, customer surveys, and prototype development help validate the concept and ensure it aligns with market demands.

## **3. Resource Allocation**

Radical innovation requires adequate resources and commitment. The idea needs support in terms of funding, skilled personnel, and technological capabilities. Allocating the necessary resources is crucial to nurturing and implementing the idea effectively.

## **4. Experimentation**

Experimentation plays a vital role in radical innovation. It involves testing and refining the idea through small-scale trials or pilot projects. By iterating and learning from failures, innovators can refine their approach and make necessary adjustments before scaling up.

## **5. Implementation**

Once the idea has been fine-tuned and proven to be successful, it is time to implement it on a larger scale. This involves developing a detailed plan, bringing together the necessary resources, and executing the idea strategically.

## **6. Continuous Improvement**

Radical innovation is an ongoing process that requires continuous improvement even after implementation. Monitoring and analyzing the performance of the innovation, gathering user feedback, and making necessary adaptations ensures that the idea stays relevant and impactful over time.

## **The Challenges and Rewards of Radical Innovation**

Undertaking radical innovation is not without its challenges. It requires a willingness to take risks, challenge the status quo, and navigate through uncertainties. The traditional mindset can be a significant roadblock, as resistance to change and fear of failure often hinder progress.

However, the rewards of radical innovation can be immense. Not only can it lead to significant financial gains and market dominance for organizations, but it also has the power to transform industries and solve complex societal issues. The process of making elephants fly demonstrates how embracing radical innovation can push the boundaries of what we thought was possible.

Radical innovation is the engine that drives progress and transforms societies. It challenges us to think differently, question assumptions, and bring seemingly impossible ideas to life. Just as a flying elephant may have seemed unimaginable in the past, embracing the process of radical innovation can make even the most audacious ideas soar.



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Drawing on examples of the hottest innovators in Silicon Valley, this step-by-step guide will show you how to develop, test and launch your impossibly big idea to success.

Almost every major company today has made innovation its number one priority. Yet fewer than one in four executives believe their organizations are effective innovators. The pressure to innovate and the price paid for failure keeps rising, while most companies haven't progressed at all. They are still using the same antiquated techniques pioneered decades ago. This is why some of the biggest corporations in the world manage to lose entire markets to startups they've never heard of.

In today's world, everyone will need to innovate to stay competitive. It doesn't matter if you're a startup founder, corporate executive, small business owner, freelancer or professional, there's a technology out there that's going to upend

your industry. And if you aren't able to harness it to your advantage, someone else will. Innovation is no longer an option -- it's the price of admission into the business world.

Make Elephants Fly is designed to help you implement the same innovation methodologies and processes as Silicon Valley startups. It will teach you:

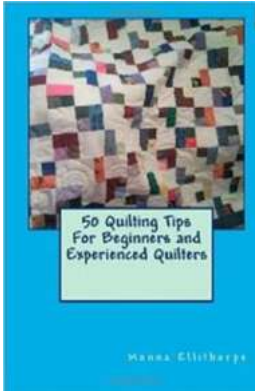
- How startups come up with breakthrough products and services.
- How to structure innovation teams.
- The best ways to identify and vet new ideas.
- What it takes to foster a culture of innovation.
- How to establish a process of innovation throughout your organization.

By the time you've digested this book, you will have the tools needed to take your impossibly big idea and make it fly!



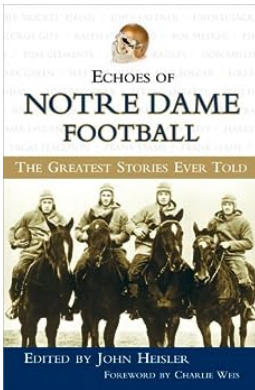
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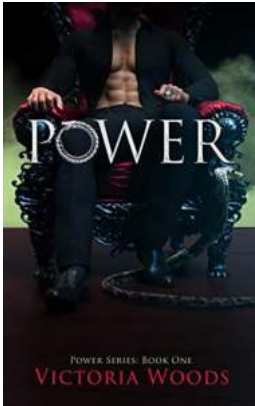
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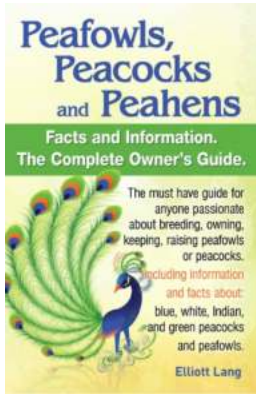
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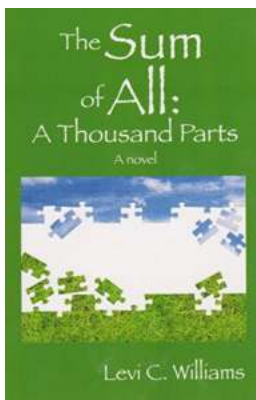
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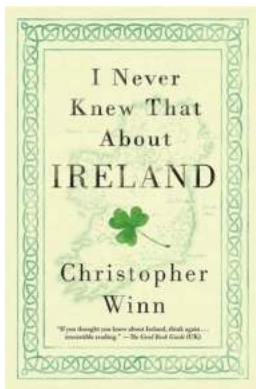
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